BASIC MENTHOL INCENTIVE PROMOTION - 1 PACK WITH LIGHTER

$900,000 BUDGETED:
60,000 20 DEAL DISPLAYS (1.2 MILLION DEALS)

ITEM	UNIT COST	TOTAL COST
LIGHTER	0.55	660,000
PACKAGING	0.11	132,000
ASSEMBLY	0.14	168,000
TOTAL	0.80	**960,000**

BASIC MENTHOL PRODUCT PROMOTION - B1GIF

$1.2 MILLION BUDGETED
75,000 B1G1F 20 DEAL DISPLAYS (1.5 MILLION DEALS)

ITEM	UNIT COST	TOTAL COST
FREE PACK	0.38	570,000
TAX	0.32	480,000
PRE-CON LABOR	0.14	210,000
TOTAL	0.84	**1,260,000**

BASIC MENTHOL LIGHTS PRODUCT PROMOTION - B2G1F

$1MILLION REMAINING FROM DEC PROMO BUDGET
60,000 B2G1F 20 DEAL DISPLAYS (1.2 MILLION DEALS)

ITEM	UNIT COST	TOTAL COST
FREE PACK	0.38	456,000
TAX	0.32	384,000
PRE-CON LABOR	0.14	168,000
TOTAL	0.84	**1,008,000**

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Source: https://www.industrydocuments.ucsf.edu/docs/ryhm0004